

IN THIS ISSUE WE

SOUR ON

DUNK

CREAM

MILK

RACE RELATIONS

CLINTON & DOLE

BILL GATES

EVERY GAG

No.
343
March
1996

MAD

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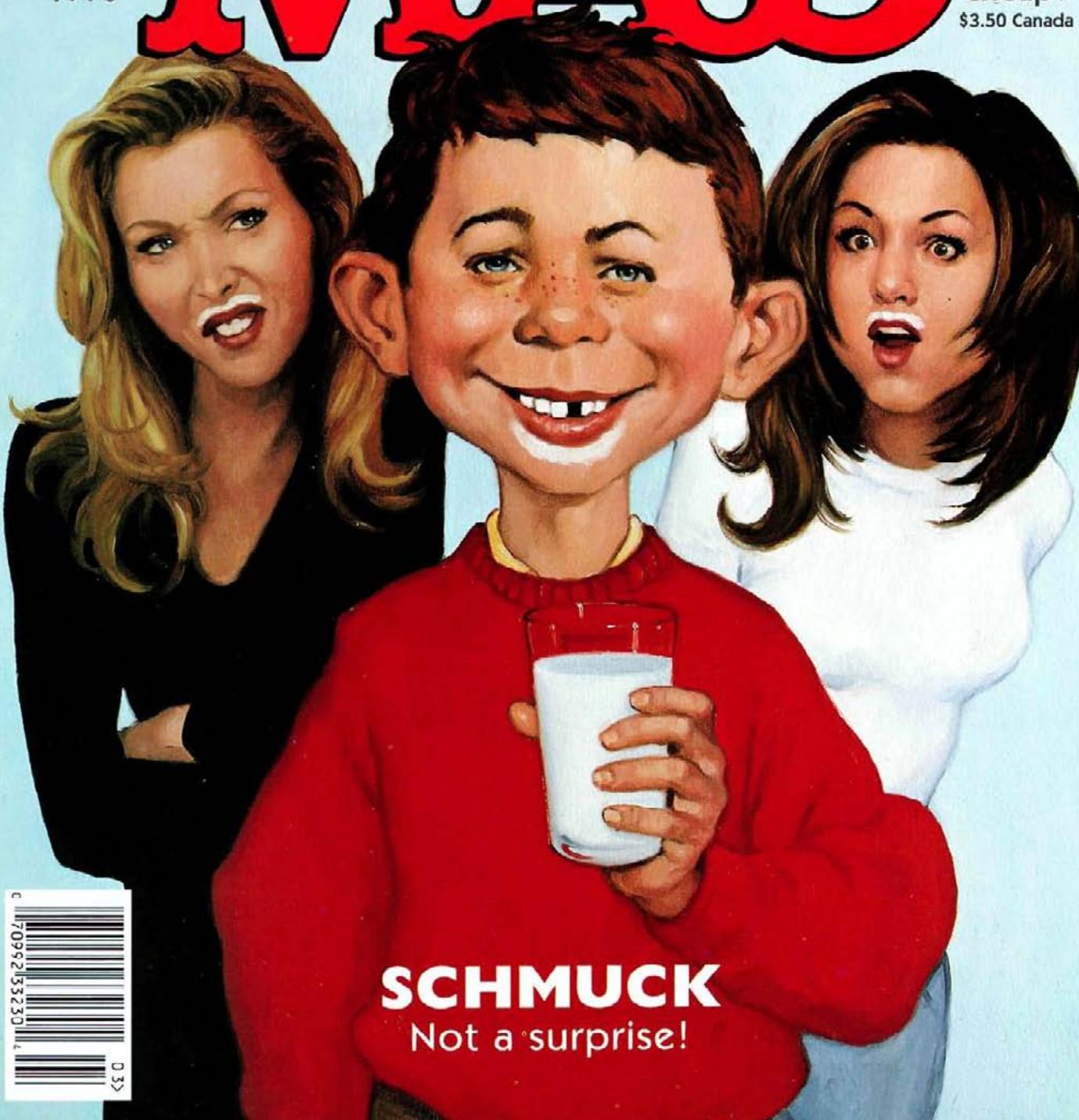
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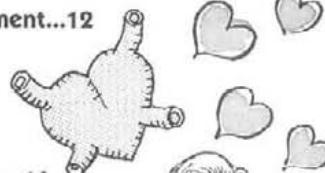


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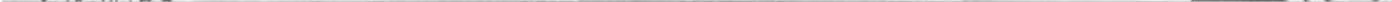
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MARCH
1996

MAD

"Nowadays, a balanced diet is when every McNugget weighs the same."
— Alfred E. Neuman



NEW YORK CITY
TAXI RATES
GET IN... \$1.50
GET OUT... \$65.00

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KLOK!

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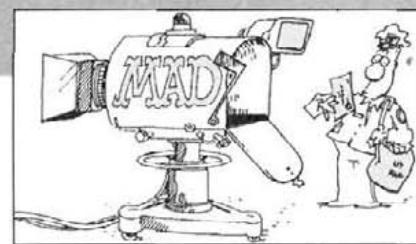
Lillian Laserson vp-legal affairs

Bob Rozakis executive director-production

Contributing Artists And Writers

the usual gang of idiots

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BEATING THE "RAP"

The George Woodbridge/Desmond Devlin portrayal of "The Untold Story of Rap Music Through History" (MAD #340) was pretty funny. I noticed a mistake in one of the titles, however. George Armstrong Custer was not a general at the Little Big Horn battle. True, during the Civil War he rose to the rank of Maj. General (known as the "Boy General"). But, in the regular army later, he held no higher rank than that of Lt. Colonel. Thought you might appreciate this choice bit of military history.

Bob Van Nuys
Stevens Point, WI

Generally speaking, you are correct! —Ed.

APE MISBEHAVIN'

I was always aware that the dweebs, geeks and other members of the MAD gang were a few cards short of a full deck, but in issue #340 you outdid yourselves. On page 30, at the last panel of "When Sesame Street Caves in to the Radical Right," we have a Sesame Street character making the statement, "...And by the Committee to Ban the Teaching of Evolution!" as if this were some Radical Right idea, when anyone with over a 7th grade education knows that the theory of evolution has been totally disproved by modern, objective science. Other than these minor flaws I enjoyed the magazine as I have for the past 30 years or so.

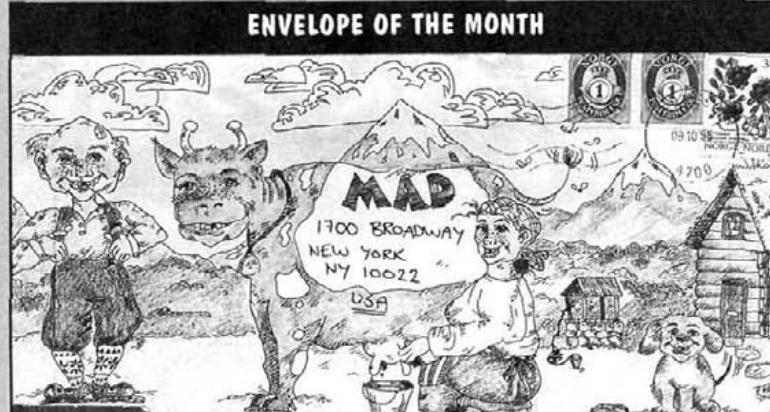
Jim Davis
Sunnyvale, CA

We stand corrected! After reading your letter, it is now unclear to us whether all of mankind evolved from apes. Some appear to be stuck there! For your convenience we are enclosing a nice, ripe banana! Ooh ooh!

—Ed.

FAX MAD AT (212) 506-4840

ENVELOPE OF THE MONTH



By air mail
Norway

This month's spiffy envelope comes to us from Ragnhild Wigdahl of Norway! She says this is a "drawing from my beautiful but rather boring country"! Hey, Ragnhild, your country doesn't look so boring! Why, we can see a well, and, um, some clouds, and, er, a bucket that appears to be filled with...MILK! What a surprise!

LETTERS &

BODY PIERCING

What were you thinking? On the cover of MAD #340, you forgot to pierce Alfred's eyebrows. I mean, if anyone in their right mind was going to pierce and jab needles into their face like that, they could at least put rings in their eyebrows. I did think the pins in the eyelids was very clever, though. I think the cover was very punky. Bravo!

Alex Schott
Pittsburgh, PA

Alex — There's a simple explanation why we didn't pierce Alfred's eyebrows. We do not do eyebrow humor in MAD, only lowbrow humor! —Ed.

BROSNAH PIERCING

I was amused by the "Updated James Bond" for the politically-correct '90s (#340), but hey, which Bond films were you reviewing on page 44? George Lazenby never drove the Aston Martin DB5 in a Bond film. Timothy Dalton wasn't in Goldfinger, so why have him fight Oddjob? David Niven played James Bond in Casino Royale (1967) and was Bond #2, making Pierce Brosnan Bond #6, not #5! One more item! If James Bond were politically correct for the '90s, he wouldn't be a he but rather a she! Pierce Brosnan would be replaced by a woman called Streisand, Barbra Streisand!

J. Kevin Roberts

Tegucigalpa, Honduras
Streisand as Bond? We don't know what the advantages of that would be, other than being able to hide a grenade launcher in your NOSE! And besides, who wants to see that gay Pierce Brosnan in a remake of *Yentl*? —Ed.

HEALING A BROKEN LEAGUE

I love your magazine! It's probably one of the best I've ever read in my short life. I hate to have to point out a mistake, but I have spotted one. In #340's "Video Games That Nintendo Rejected," Virtual Baseball — The '94 World Series features the logos of the Cleveland Indians and the Toronto Blue Jays painted on the tops of the dugouts. If you haven't noticed, both of these teams are in the American League. In the World Series, there has to be one team from the National League!

Greg Katz
Irvine, CA

Greg — Good catch! Unfortunately, since the issues are already printed, there's little we can do to fix it. So we rushed an urgent fax to acting Baseball Commissioner Bud "Boom Boom" Selig asking him to shuffle things around a bit so Cleveland winds up in the National League. That way, by the time we reprint this article in a Super Special, we won't get any more letters from goofy hose monkey baseball fans! —Ed.

ALFRED E-MAIL

On the back cover of MAD #340 (Tankedaway Gin ad parody) I couldn't help but notice that Mr. Jenkins' liver was a little high up. Exactly what kind of transplant did he have?

Purplelucy@aol.com

The short answer: a very bad transplant! The scar is unusually high because poor Mr. Jenkins is in one of those cheezy HMOs that Newt Gingrich is trying to get everyone to join! In fact, we have an HMO proctologist we'd like of Newt to see just once! He's board certified (if you know what we mean)! —Ed.

TOMATOES DEPARTMENT

WHAT CONTEST?



Meet Peter Iatauro of Deer Park, NY! Pete is the winner of the MAD TV Alfred E. Neuman Look-alike contest! His prize? A round-trip ticket to L.A., a room at the Century Plaza Hotel and an appearance on an episode of MAD TV! His curse? As Rush Limbaugh might say, if you come in first in an Alfred E. Neuman look-alike contest...you're a winner AND a loser!

MAD MUMBLINGS

How come when I moo at cows they don't moo back. Are they ignoring me? — Meridith Smith, Ocala, FL...I hereby announce that I do not like *Stairway to Heaven*. — Dan Grabon, Belle Mead, NJ...Why is there always room for Jell-O? — Gene Reniker, Fayetteville, GA...I'll bet you \$100 you print this under Moron Mail. — Chris Williams, Troy, MI...If I shower in the evening, is it "proper" to rewash the bottom of my feet before I dress for work the following morning? — Leonard Reid, New York, NY

INSIGNIFICANT DATA

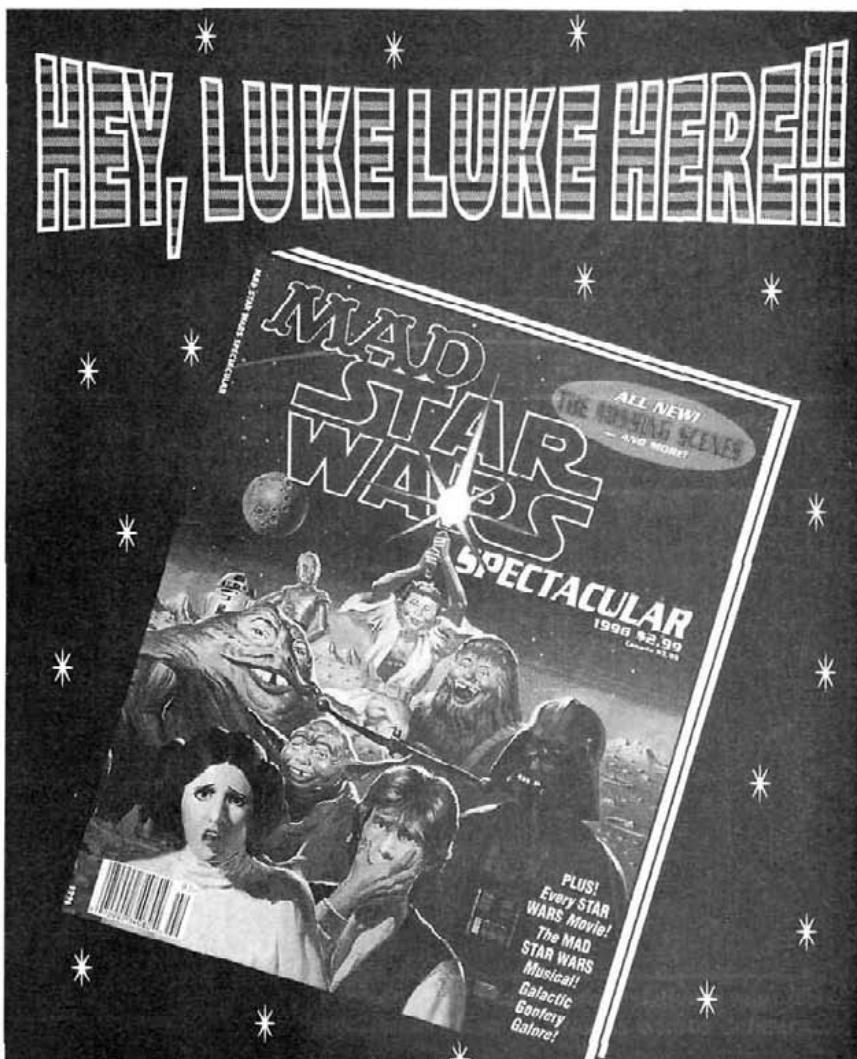
MAD #344 ON SALE March 5!!

**MAD SUPER SPECIAL #111
ON SALE February 27!!**

Have you played MAD One-Liner? It's the weekly game in which you have a chance to write captions for new cartoons by MAD artist! Where can you play? On America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (new files all the time!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-203-2600 for a FREE starter kit and 10 FREE hours!

HAVING TROUBLE FINDING MAD?

If your favorite news dealer, convenience store or supermarket does NOT sell MAD, we want to know about it! Send their name and address/location to MAD, 1700 Broadway, NY, NY 10019 Attn: Amy. We promise to hound these misguided merchants mercilessly, day and night, until they lower their standards and begin to sell our crumby magazine!



Interested? Then Yoda Ewok down to your newstand now, Lucas over, put your Han in your pocket and leia down some money!

Jabba Jabba doo! Vader go!

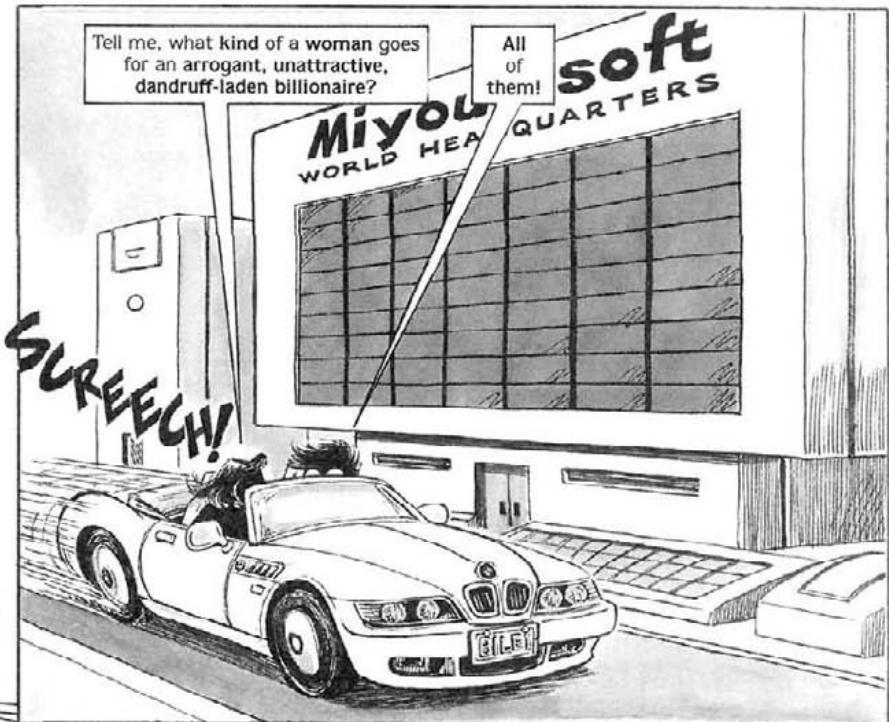
* And Look For BIG BAD MAD #2 On Sale Feb. 27th!

NERD FOR WINDOWS DEPT.

Who is Bile Gates, the man behind the multi-billion dollar Miyoursoft computer empire? Underneath his nerdy exterior, is there simply another nerd? And what does someone who has \$10 billion and no hobbies do for fun? We called talk-show hostess Rickety Lake and asked her to do two things: First, do an investigative report of Gates for MAD, and second, try to avoid cleaning out Denny's entire all-you-can-eat breakfast bar in a single sitting! She agreed to do the investigation!



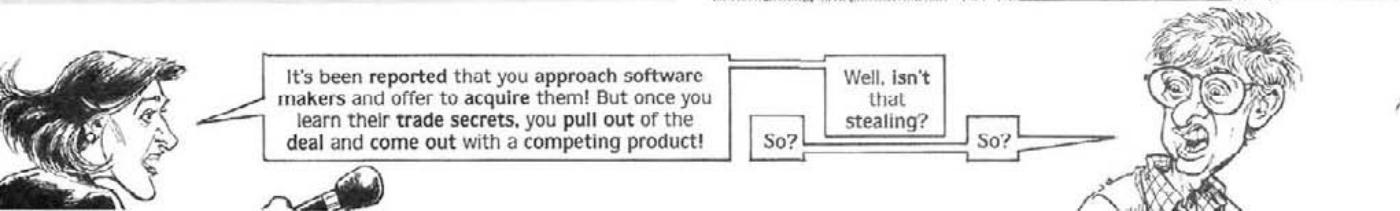
MAD INTERVIEWS MIYOURSOFT'S BILE GATES



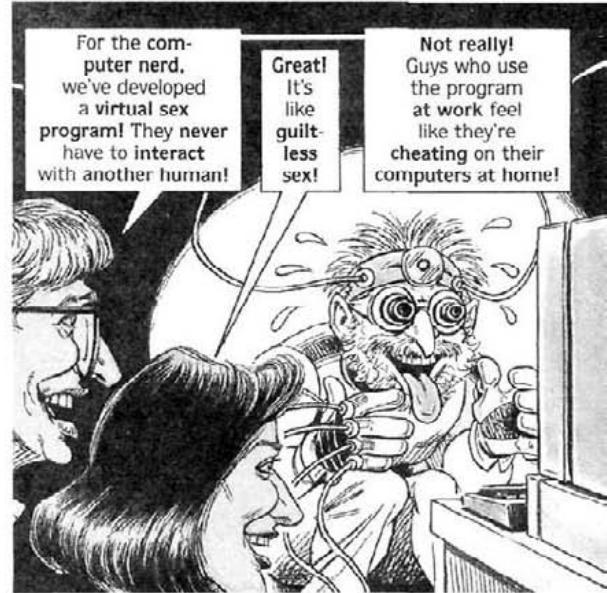
ARTIST: SAM VIVIANO

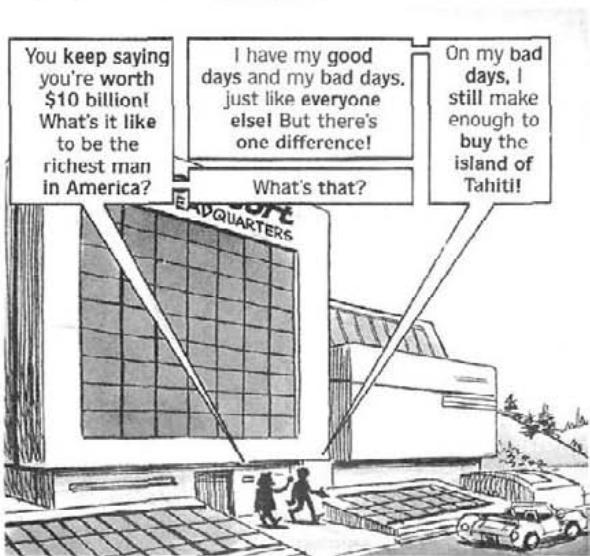
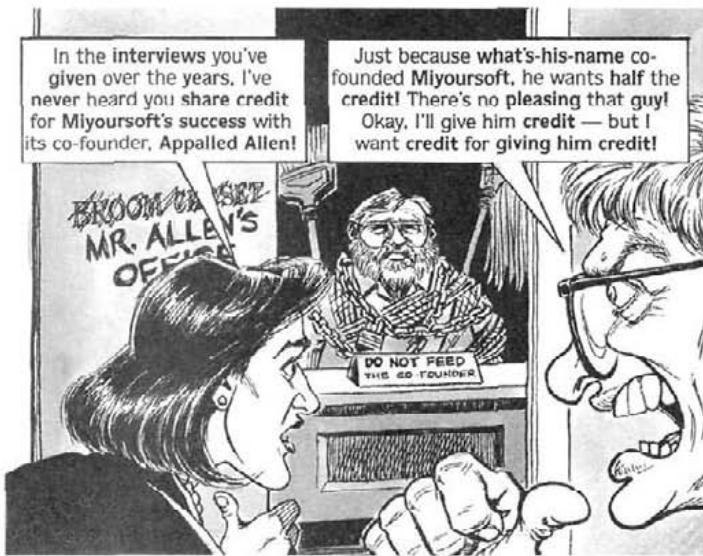
WRITER: CHRIS HART







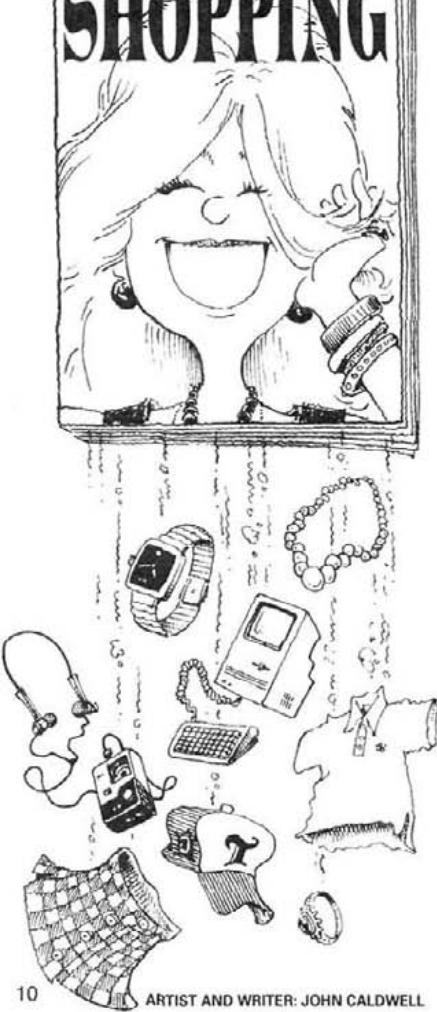




THE DRECK IS IN THE MAIL DEPT.

Perhaps no modern "convenience" is more inconvenient than the shopping mall — crowded parking lots, crummy stores with crappy selections and service so rude you'd swear you were in France! Thank heavens for catalogs! All you need is a credit card and a phone and you're on your way to shopping nirvana, right? **WRONG!** Bet you never thought of these...

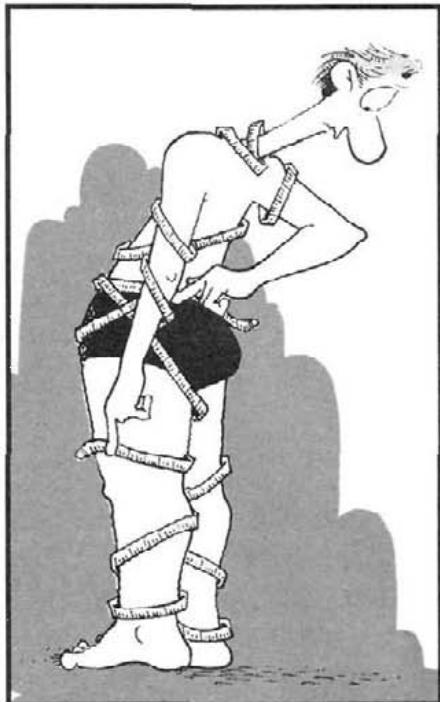
HAZARDS OF CATALOG SHOPPING



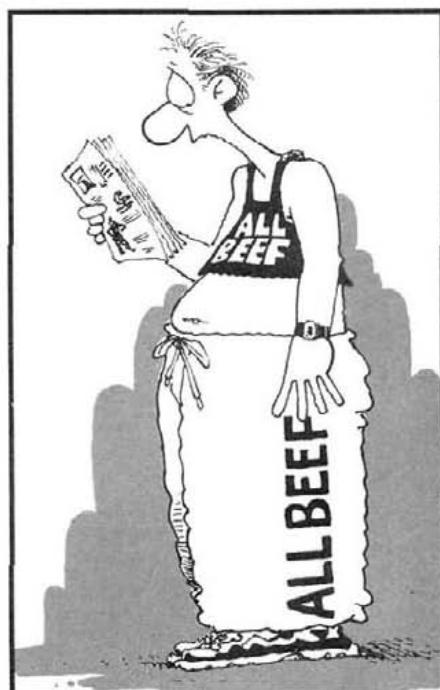
The term "one size fits all" is tossed around way too liberally.



The disclaimer "some settling may occur during shipment" will occasionally apply to electronic equipment.



Complicated sizing charts have you measuring parts of your body you've only read about in marriage manuals.



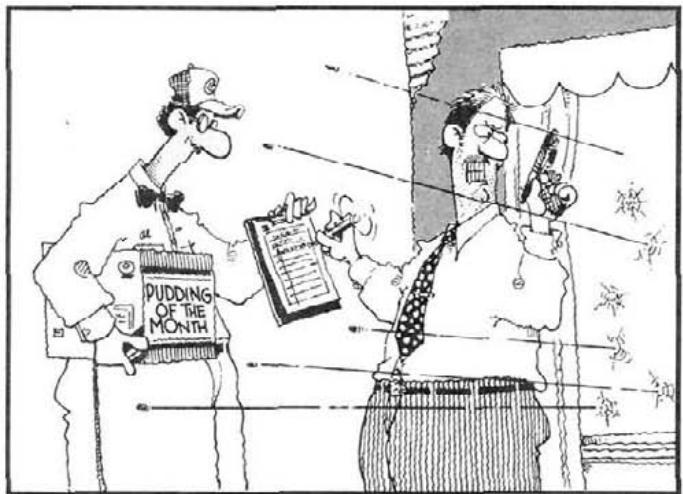
Nothing you buy ever seems to look as breathtaking on you as it did on the Fabio look-alike model in the catalog.



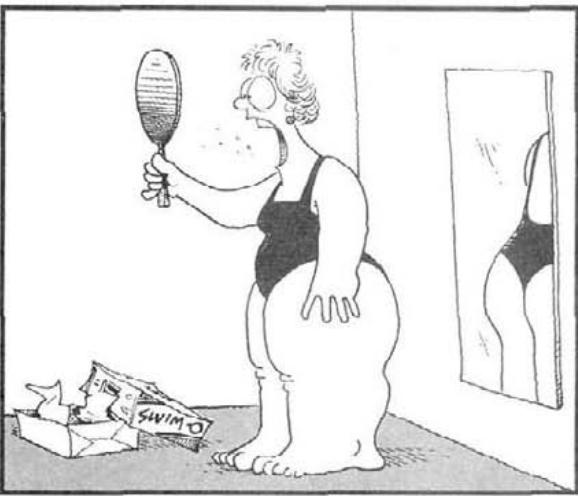
Enthusiasm for an impulse buy has a way of cooling off between the time you order it and the time it arrives.



Botched deliveries can lead to embarrassing mix-ups.



Catalog deliveries requiring a signature often arrive at inopportune times.



Allowing 6 to 8 weeks before delivery may also translate to 12 to 15 pounds before delivery.



Ordering one slightly esoteric item will put you on the mailing lists of several oddball catalogs.



The delivery man knows your bra size.

Whether Bill Clinton's right or wrong, as far as Bob Dole's concerned, he's always wrong! Of Bob feels compelled to speak out pas-

sionately against Slick Willie, even when he agrees with him 100%! As a man with no integrity, obsessed with winning the White House at

THE BOB DOLE GUIDE TO

A MAD POINT TO PONDER: Time waits for no man, but sometimes you have to wait for a long time.

IF BILL CLINTON TAKES ON THE PUNDITS WHO CRITICIZE HIS WIFE, HILLARY, BOB DOLE SAYS:

"Doesn't the President have more important battles to fight?"



IF BILL CLINTON PREFERENCES TO LET HILLARY FIGHT HER OWN BATTLES, BOB DOLE SAYS:

"All I know is that if anyone attacked the integrity of Libby Dole, they'd have Bob Dole to answer to."

IF BILL CLINTON DOESN'T GIVE A SPEECH HONORING WAR VETERANS, BOB DOLE SAYS:

"Frankly, veterans like myself have come to expect this sort of shabby treatment from a President who ignored his nation's call to duty when it was needed most."

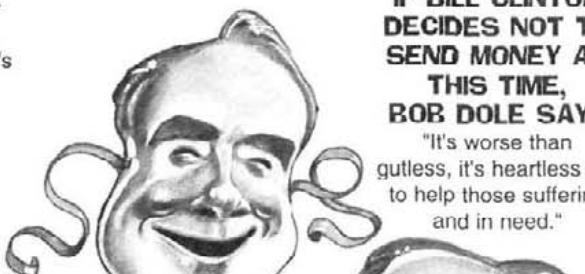
IF BILL CLINTON SAYS THAT THE SKY IS BLUE, BOB DOLE SAYS:

"The nicest day I can think of is Election Day, 1996, when the President will have lots of free time to stare up at the sky."



IF BILL CLINTON SAYS THAT IT'S A LITTLE OVERCAST, BOB DOLE SAYS:

"When you hear any Democrat complain about cool weather, it's just an excuse for them to reach into your pocket."



IF BILL CLINTON SENDS MONEY TO HELP OVERSEAS EARTHQUAKE VICTIMS, BOB DOLE SAYS:

"If President Clinton can't find places in this country that could use that money just as badly, well, he isn't looking hard enough."

IF BILL CLINTON DECIDES NOT TO SEND MONEY AT THIS TIME, BOB DOLE SAYS:

"It's worse than gutless, it's heartless not to help those suffering and in need."



any cost, the Dole-man must prove there's a real difference between him and Clinton, a man with no integrity, obsessed with keeping

the White House at any cost! Think we're wrong? Think we're just left-wing, cynical media hacks? Well think again, schmuck! Here's . . .

INSTANT DISAGREEMENT

ARTIST: TOM FLUHARTY

WRITER: DESMOND DEVLIN

IF BILL CLINTON OFFERS TO COMPROMISE ON HIS HEALTH CARE PLAN, BOB DOLE SAYS:

"The President's eagerness to patch up his sinking proposal indicates how faulty it really is.

The health care bill shall not pass."



IF BILL CLINTON GIVES A SPEECH HONORING AMERICA'S WAR VETERANS, BOB DOLE SAYS:

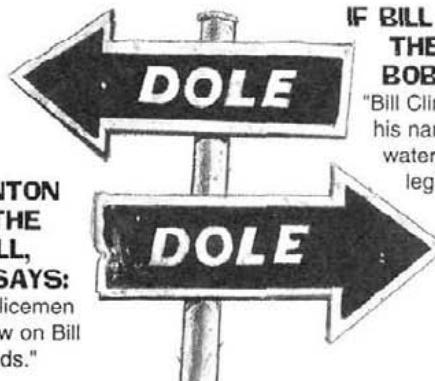
"It's ironic that Bill Clinton should be the one to explain the supreme sacrifices made by others, when there are so many more qualified speakers who did serve their country."

IF BILL CLINTON STANDS FIRM AND REFUSES TO WATER DOWN HIS HEALTH CARE PLAN, BOB DOLE SAYS:

"It is impossible to work with this President. The health care bill shall not pass."

IF BILL CLINTON VETOES THE CRIME BILL, BOB DOLE SAYS:

"The blood of policemen everywhere is now on Bill Clinton's hands."



IF BILL CLINTON IMPOSES SANCTIONS AGAINST CHINA BECAUSE OF HUMAN RIGHTS VIOLATIONS, BOB DOLE SAYS:

"Which is more important to Bill Clinton — protecting the jobs of hard-working Americans and their families, or protesting yesterday's news?"



IF BILL CLINTON SIGNS THE CRIME BILL, BOB DOLE SAYS:

"Bill Clinton has just signed his name to the weakest, watered-down waffle in legislative history."

IF BILL CLINTON LIFTS ECONOMIC SANCTIONS AGAINST THE CHINESE GOVERNMENT, BOB DOLE SAYS:

"Which is more important to Bill Clinton — the blood-soaked massacre of innocent students seeking their freedom, or the almighty buck?"

IF BILL CLINTON SAYS THAT RELIGION MUST BE KEPT OUT OF PUBLIC SCHOOLS, BOB DOLE SAYS:

"What the White House is saying is that guns and condoms are vitally important, but God has got to go."



IF BILL CLINTON REFUSES TO CUT THE SCHOOL LUNCH PROGRAM, BOB DOLE SAYS:

"If President Clinton thinks he can score cheap political points by avoiding the tough decisions, he's in for a major surprise."



IF BILL CLINTON ATTEMPTS TO CUT THE SCHOOL LUNCH PROGRAM, BOB DOLE SAYS:

"President Clinton will not balance his budget on the stomachs of hungry first graders."



IF BILL CLINTON MAKES A NETWORK SPEECH ON MONDAY, BOB DOLE SAYS:

"If Americans want to see punting and fumbling, they'll watch *Monday Night Football*."

IF BILL CLINTON MAKES A NETWORK SPEECH ON TUESDAY, BOB DOLE SAYS:

"If Americans want to see bare-assed excuses, they'll watch *NYPD Blue*."

IF BILL CLINTON MAKES A NETWORK SPEECH ON WEDNESDAY, BOB DOLE SAYS:

"If Americans want to see a blubberbutt dealing with the recession, they'll watch *Roseanne*."

IF BILL CLINTON MAKES A NETWORK SPEECH ON THURSDAY, BOB DOLE SAYS:

"If Americans want to see somebody talking about absolutely nothing, they'll watch *Seinfeld*."

IF BILL CLINTON MAKES A NETWORK SPEECH ON FRIDAY, BOB DOLE SAYS:

"If Americans want to see the totally annoying nerd boy, they'll watch *Family Matters*."

IF BILL CLINTON MAKES A NETWORK SPEECH ON SATURDAY, BOB DOLE SAYS:

"If Americans want to see an antiquated, backwards medical system in action, they'll watch *Dr. Quinn, Medicine Woman*."

IF BILL CLINTON MAKES A NETWORK SPEECH ON SUNDAY, BOB DOLE SAYS:

"If Americans want to see an overweight simpleton who has a wife with bad hair, they'll watch *The Simpsons*."

IF BILL CLINTON SAYS THAT SCHOOL DAYS SHOULD BEGIN WITH A MOMENT OF SILENCE, BOB DOLE SAYS:

"Few principles in this country are as vitally important as the separation of church and state."

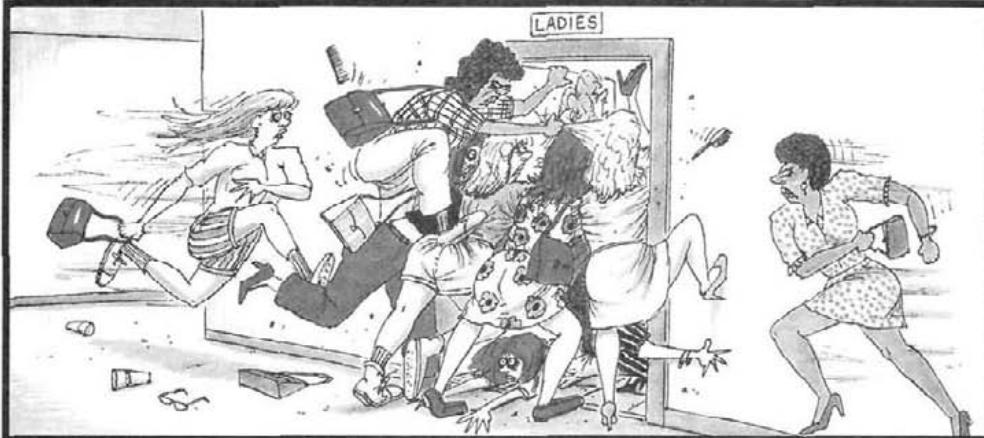
Aside from the frug, no form of dancing is more popular than moshing! Why? Because unlike most dances, which require coordination and rhythm, a mosher needs nothing more than a blatant disregard for his well-being! In other words, anyone can mosh! Don't believe us? Well then, check out...

MOSHING

IN EVERYDAY LIFE

ARTIST AND WRITER: TOM CHENEY

The Half-Time Stadium Women's Room Mosh



The "I Saw The Cab First" Mosh

The Only Phone At The Airport Mosh



AURAL FIXATION DEPT.

It was the great thinker Marshall McLuhan who coined the phrase, "The medium is the message." But what is the message? The message is different things to different people. It's in a state of fluxing and flowing and spinning out of control.

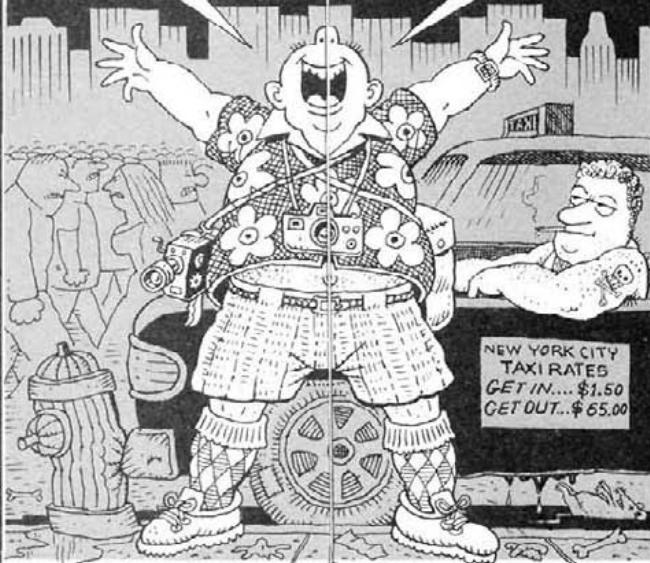
WHAT PEOPLE SAY

What A Tourist Says To A New York City Taxi Driver:

This is my first time in New York, so take me to the Empire State Building.

What A New York City Taxi Driver Hears:

I'd like to visit the Brooklyn Navy Yard, by way of Moose Lips, Vermont!



What A Woman Says To A Man On A First Date:

I believe in long, meaningful relationships.

What A Man Hears:

You'll have to take me out at least ten times before you get in my pants!



What An Actress Tells A Talk Show Host:

As long as it's tastefully done, why not pose nude? I'm not ashamed of my body.

What The Entire Audience Hears:

My career's in the toilet! I need the publicity! I finally got a decent boob job!



What A Wife Tells Her Husband:

We really don't communicate anymore.

What A Husband Hears:



and there's nothing anyone can do about it! Whether you mean what you say when you say it, it may not be what others hear when they hear what you're saying, whether you mean it or not. Know what we mean? Well, whether you do or not, here's...

WHAT OTHER PEOPLE HEAR

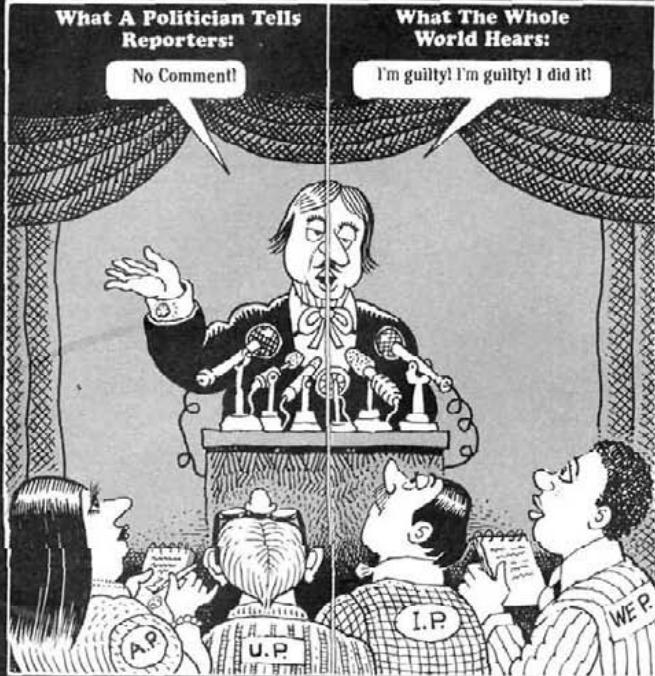


What A Politician Tells Reporters:

No Comment!

What The Whole World Hears:

I'm guilty! I'm guilty! I did it!



What A Father Tells His Son Before Leaving On Vacation

And while we're away we don't want any wild parties going on here!

What A Son Hears:

Liquor's in the cabinet! Beer's in the fridge! Liquor's in the cabinet! Beer's in the fridge!



What A Customer Tells A Mechanic:

I think maybe it's this little do dad thingamajig over here.

What A Mechanic Hears:

I'm a sucker! Overcharge me! Overcharge me!

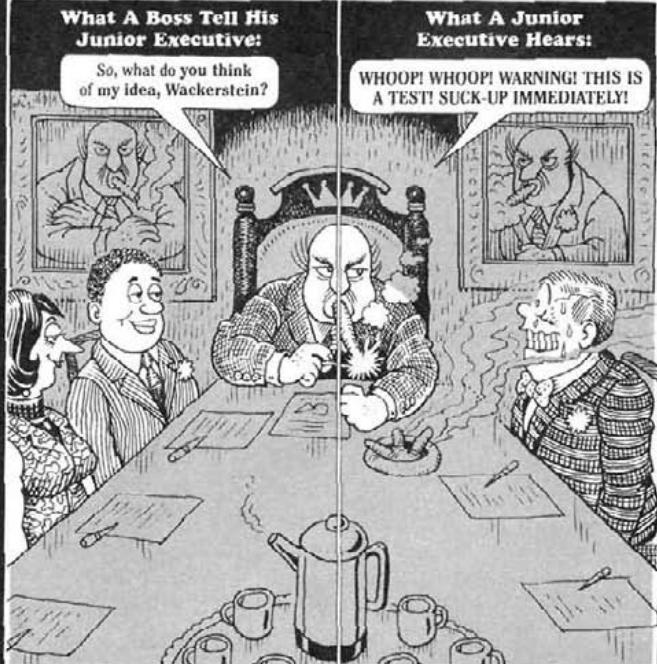


What A Boss Tell His Junior Executive:

So, what do you think of my idea, Wackerstein?

What A Junior Executive Hears:

WHOOP! WHOOP! WARNING! THIS IS A TEST! SUCK-UP IMMEDIATELY!



What The Host Of A Dinner Party Says To Her Guests:

I'd love to lose weight, but I have a very large bone structure.

What Her Guests Hear:

I can't stop shoveling food in my face! I'm outta control!



What A Mourner Tells A Grieving Widow:

Even though I haven't kept in touch, Uncle Beppe was my favorite uncle.

What A Grieving Widow Hears:

Am I still in the old geezer's will?



What A News Anchor Says To Viewers In New York:

Tragedy struck Park Avenue earlier today, as an entire family was wiped out by a maniac with a weed whacker.

What The Viewers Hear:

There's an apartment for rent on Park Avenue!



What An Orthodontist Says To His Patient:

These braces should fit you nicely for the next two years.

What His Patient Hears:

Welcome to Geeksville, son!



THE HYMN OF THE EMBATTLED REPUBLIC

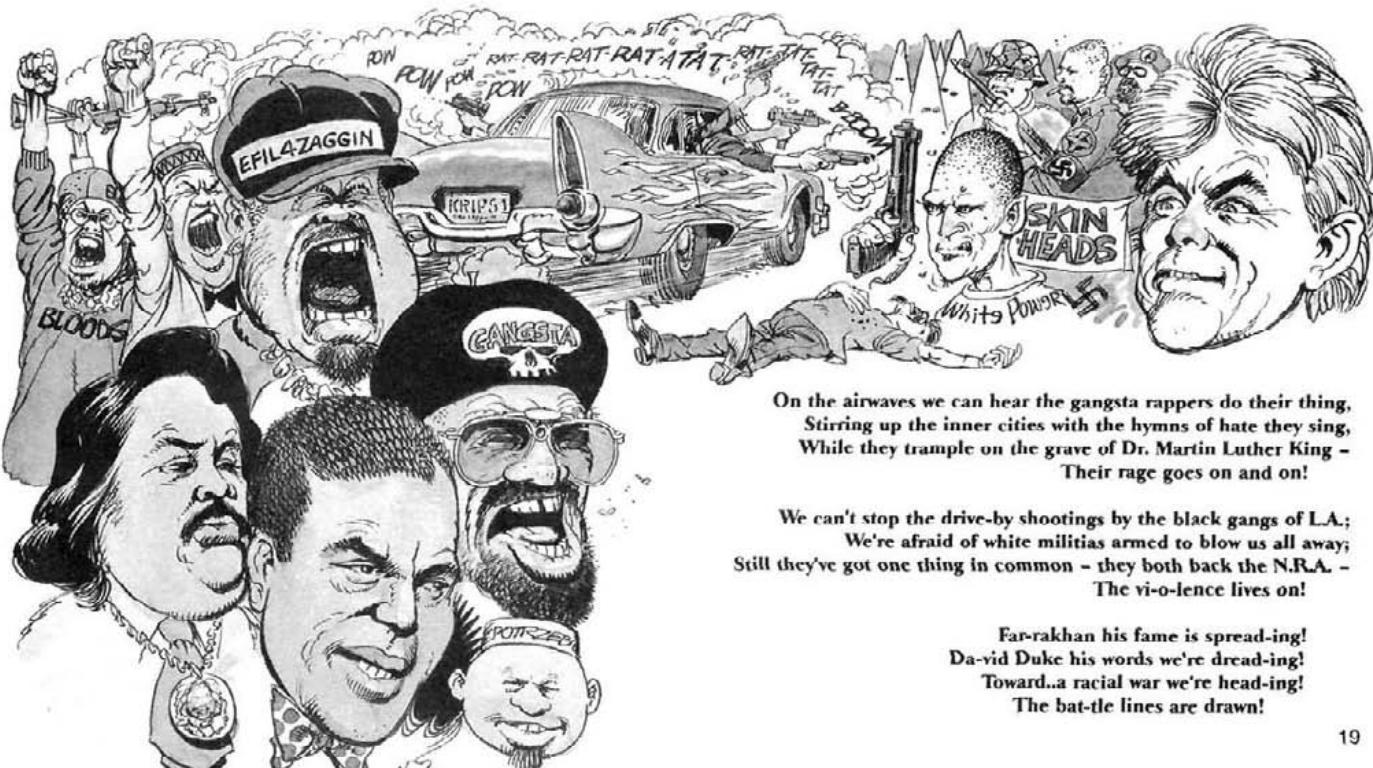
ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

Our land has seen the terror in the darkness of the night,
With the lynchings by the Klan and mammoth crosses burning bright;
You can read it in the textbooks - it's all there in black and white -
We thought those days were gone!

In the decade of the Fifties, Freedom Marchers led the way,
Helping blacks to gain equality throughout the USA;
If you think this stopped the hatred, take a look around today -
The madness lingers on!

Lordy, Lordy agita-tion
Leading us to ru-ina-tion!
Say, goodbye to in-te-gra-tion!
The hope for peace is gone!



On the airwaves we can hear the gangsta rappers do their thing,
Stirring up the inner cities with the hymns of hate they sing,
While they trample on the grave of Dr. Martin Luther King -
Their rage goes on and on!

We can't stop the drive-by shootings by the black gangs of L.A.;
We're afraid of white militias armed to blow us all away;
Still they've got one thing in common - they both back the N.R.A. -
The vi-o-lence lives on!

Far-rakhan his fame is spread-ing!
Da-vid Duke his words we're dread-ing!
Toward... racial war we're head-ing!
The bat-tle lines are drawn!

When the cops caught Rodney King, no special treatment did they show,
Just the usual procedure as they clubbed him head to toe;
'Course, nobody ever told them they'd be filmed on vid-e-o -
The beat went on and on!

When the cops were found not guilty, all L.A. was filled with fright,
To behold the deadly riots that the verdict did ignite;
By the way it should be mentioned that the jury was all-white -

The trust in law was gone!

Shooting, looting, fires set-ting!
Bust-ing heads with no regre-ting!
Days..of shame we're not forgetting!
The horror still lives on!



We have seen teens in the ghettos hooked on heroin and crack;
We have heard the pundits say it's opportunities they lack;
"Quit your bitching!" cry Republicans, "And make it big like Shaq" -
The rhet-o-ric goes on!

"We must help them," shout the Democrats, "No effort is too small;"
"I've decided," says Bill Clinton, "that they need a chance that's all;
"We will make them model citizens with midnight basketball -

The gangs will soon be gone!"

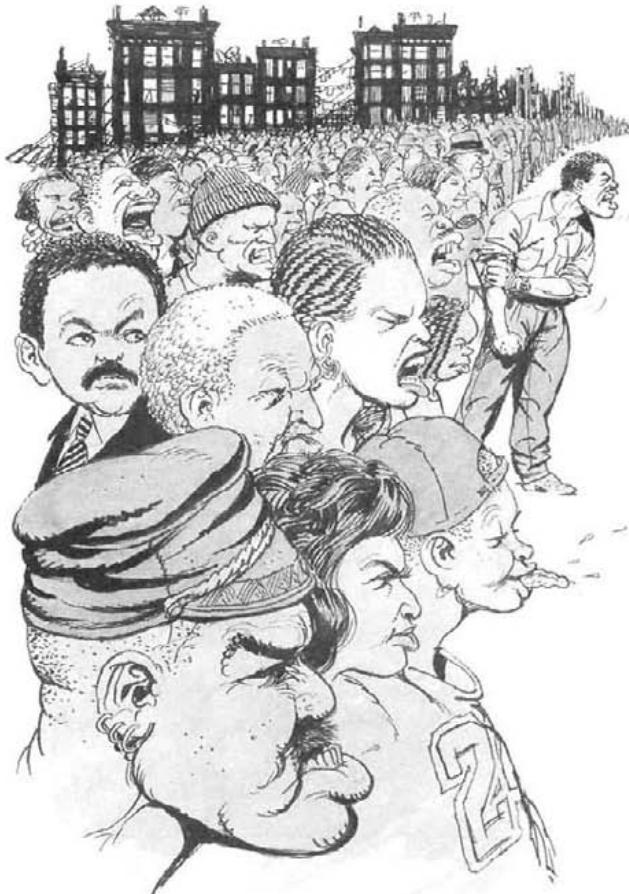
Blabbing, gabbing as expect-ed,
While..the needy are neglect-ed!
How..the hell were they elect-ed?
They ram-ble on and on!



Prosecuting O.J. Simpson, there was evidence galore,
Then Mark Fughman spoke the N-word, which the world could not ignore;
Johnnie Cochran played the race card and it split us to the core -
He raved and rant-ed on!

You could hear some people cheering when the jury's vote came in;
You could hear some others swearing he was guiltier than sin;
If you need an explanation, check the color of their skin -
All com-mon sense was gone!

Glory, glory, jubila-tion!
Blacks..began a celebra-tion!
Whites..were sickened with frustra-tion!
The big-o-try lived on!



From the squalor of the cities you can see the white folks flee,
To their condos in the suburbs, squeaky clean as they can be;
There's a token black allowed there - he's a Harvard Ph.D. -
The ex-o-dus goes on!

Once we had a house divided - now its soul is ripped apart,
With a fury and a vengeance that would break Abe Lincoln's heart;
If the hatred doesn't end, a second Civil War could start -
The bit-terness lives on!

Bat-tered, shattered is our na-tion,
Racked by bloody confronta-tion!
'Til there's reconcilia-tion,
The dream we had is gone!

THE FLABBERGASTING FLAMENCO FINISH



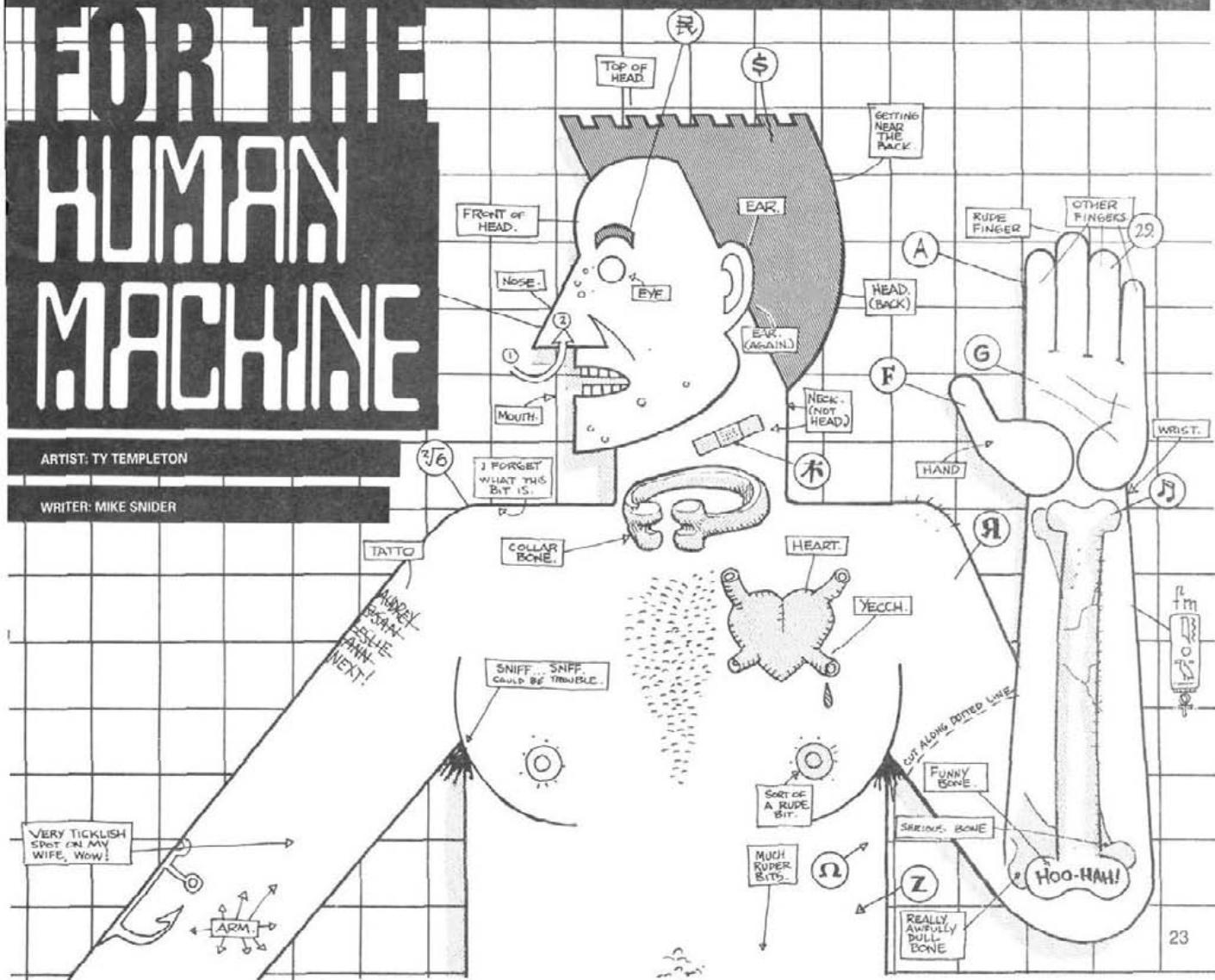
Aren't computers great? Not only do they do neat stuff on their own, but they can compensate for our stupidity and clumsiness! There's software for awful typists (WordPerfect), sloppy layout artists (PageMaker) and even us dolts who can't spell worth a damn (spell check)! But what we really need is stuff which corrects our faults all the time, even when we're not on the computer - human software programs! Wouldn't it be nice if there were a whole catalog of . . .

Badly-Needed Software

FOR THE HUMAN MACHINE

ARTIST: TY TEMPLETON

WRITER: MIKE SNIDER



WordPronounce

Why advertise your stupidity to the whole world when it can be a secret between you and your WordPronounce software? Automatically correct bonehead mispronunciation signals from the brain BEFORE they reach your mouth! (May not work in heavy-accent areas, including New England, New York City and the Deep South.)

Are you asking me, Senator, if I believe the military should be authorized to use nuclear weapons?

Are you asking me, Senator, if I believe the military should be authorized to use nuclear weapons?



QuikRETO RT

Did you ever come up with the perfect comeback...two days after it would be of any use? QuikRETO RT digitally compresses into mere seconds those hours and hours it takes the average, slow-witted mind to dream up something clever!

Your mother's so dumb, she thinks a pig pen is something you write with!

Oh yeah?!!? Well, umhh...

Your mother's so fat, she thinks a stick of butter is a side dish!

Let's see, it's \$1.25, and you gave me \$2.00, so I owe you... duhuh...



Smell Check

Ever get caught cheating on your girlfriend because you walked in smelling like another woman's perfume? Your boss ever chew you out for drinking on your lunch hour because you came back reeking of gin and tonic? Never again! SmellCheck is the olfactory software that keeps you out of trouble by cross-checking your personal odors against its catalog of over 225 scents!



CHANGE Master

What's a poor Generation X clerk to do when the computerized cash register goes down? Figure out the correct change in his mind? GET REAL! These are graduates of the American educational system we're talking about! CHANGE Master: It's like actually being able to add and subtract!

...less the 2.47% discount...converting

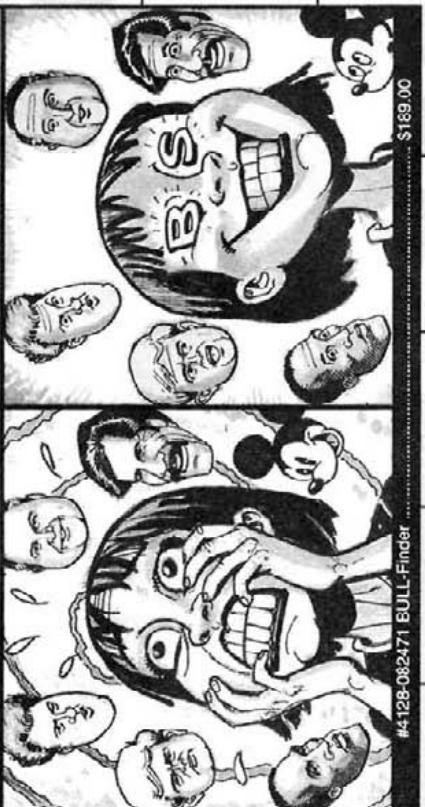
225.75 drachma to the dollar, means

I owe you \$5.71 in change!



BULL-Finder

Do you fall for every line of B.S. you hear? Then you need BULL-Finder! Its patented Malarkey Processor checks all statements for (1) logic, (2) sincerity and (3) bureaucratic legalese. A MUST for anyone planning to vote!



Virtual Personality

Do you have a near-Kevorkian ability to put people into a state of unconsciousness through sheer force of personality (or lack thereof)? With Virtual Personality's Chansma Replacement technology, you'll have everyone thinking you've been interesting all your life. It's the chance to be the life of the party that you've always wanted to be!



Relationship-SAVER (For Men)

Relationship-SAVER helps guys avoid those romantic land mines that they have a habit of stepping on by automatically keeping track of:

- * important (and unimportant) dates and anniversaries
- * "little white lies" that could pop up into arguments 6 months down the road
- * Safe responses to trick questions like, "Am I fat?" or, "Which dress do you like better?"



SENSEoFHUMOR 1-2-3

Have you always been completely mystified by jokes, gags and witticisms? Find out what all the fuss is about with SENSEoFHUMOR 1-2-3 — the only comedy appreciation software powerful enough to work on even lawyers and feminists!

...So the doctor says, "No, no, Nurse Betty, you got it backwards. I said 'Prick the boil!'"

...So the doctor says, "No, no, Nurse Betty, you got it backwards. I said 'Prick the boil!'"



#4414-237569 SENSEoFHUMOR 1-2-3 \$49.95

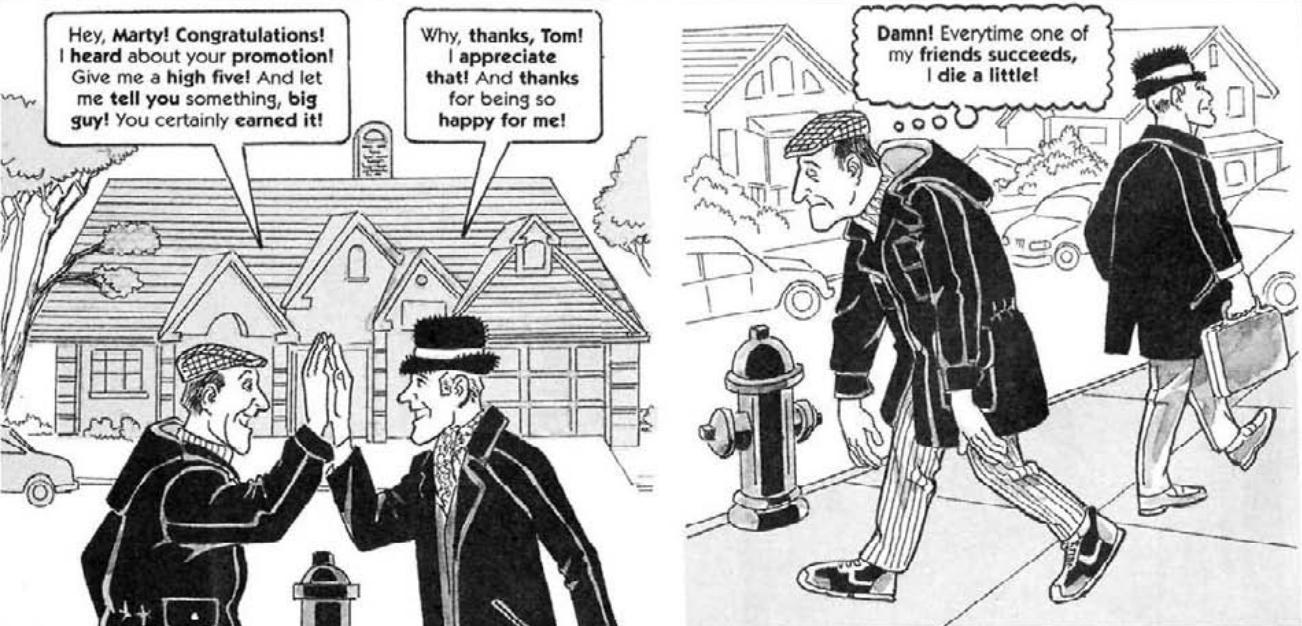
SECURITY



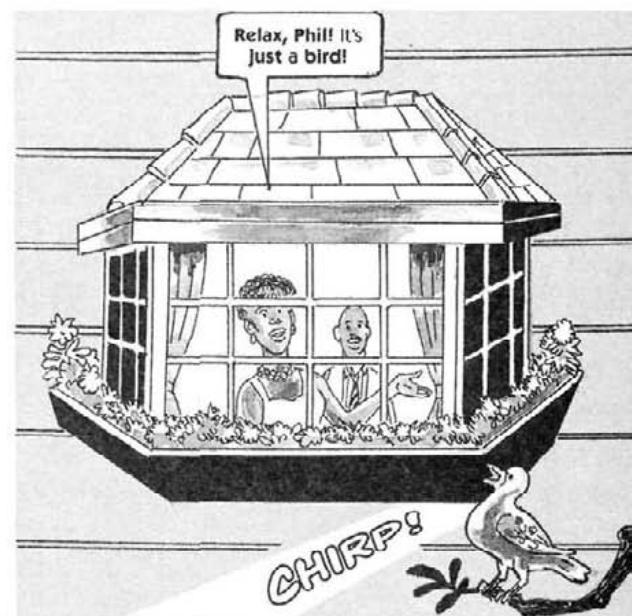
BERG'S-EYE VIEW DEPT.

THE LIGHT

SUCCESS



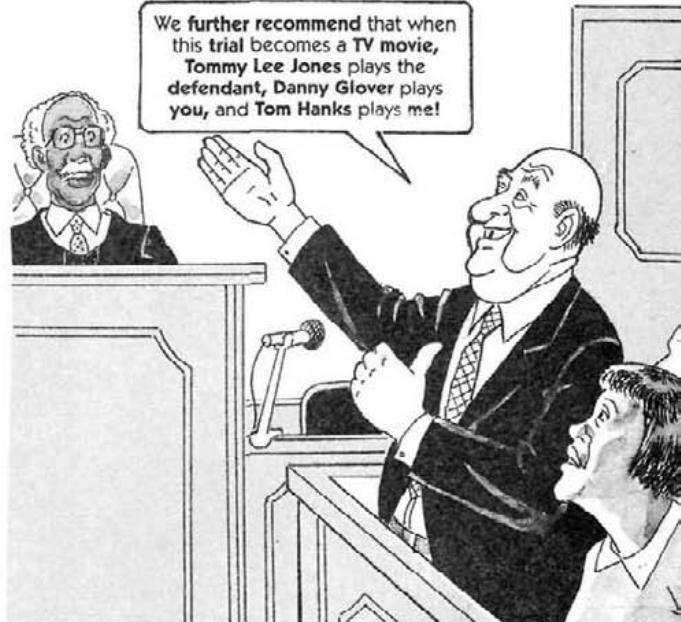
THE ELECTRONIC AGE



R SIDE OF...

MODERN JUSTICE

ARTIST AND WRITER: DAVE BERG



SIBLINGS



MONEY



COMPARISONS



THERAPY



POSING



BELIEFS



DISAGREEMENTS



THE OFFICE

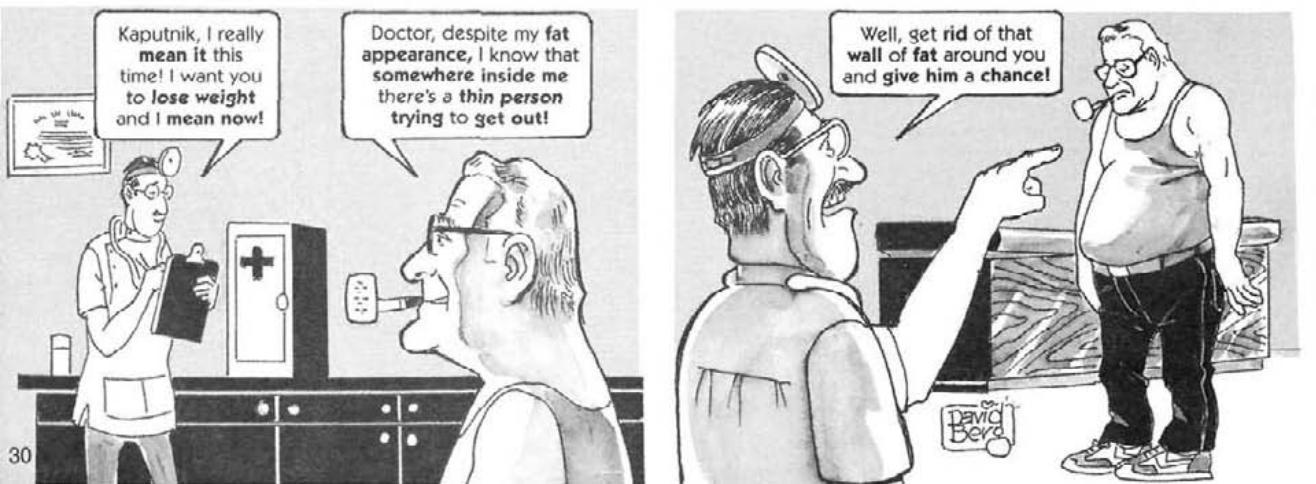


GRADES



A MAD POINT TO PONDER: You made your bed, now you have to lie in it. And now you have to make it again because you messed it all up.

DOCTORS



LOLLAPALOSERS DEPT.

Let's face it, there are a lot of freakin' weirdos out there. And very often weirdos are overly obsessed with some trivial thing, whether it be comic books or America Online or movie stars or firearms. But today, class, we are going to concentrate on that very special brand of freak who goes loopy over musicians and their CDs, their videos and even their 8-tracks. You'll be shocked and amazed when you see...

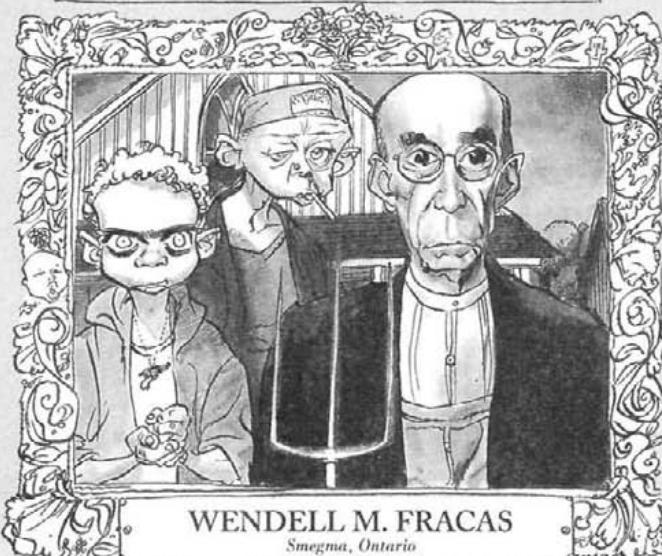
The All-Time Pantheon of Oddball Music Fans

ARTIST: KYLE BAKER

WRITER: DESMOND DEVLIN



Every time he tapes a CD for his friend, Galoot sends the appropriate royalty fee to the record company.



Father of a 15-year-old and a 12-year-old, Fracas has never used the phrases "garbage" and "rap music" in the same sentence.



After considering the matter for some time, Crampy has decided that he simply has no favorite Judd.





FREDERICK J. MALONEY

Fabia, Vermont

Slathered in brown mud after the Woodstock II concert, Maloney was mistaken for a bear while hitchhiking home and now proudly adorns the mantel of the North Adams Hunting Club.



LEEZA COLONJELLO

Amphetamine, New Jersey

Leeza knows for a fact that Jimmy Page really is about to call her like he said he would, only he's probably still tired from the great sex she gave him behind the ice machine in 1971.



MICHAEL OSTOMY

Kazoo, Oregon

In a loud, clear voice, Ostomy asked for the latest CD by Hootie and the Blowfish without giggling once.



JEAN-LUC PERRY

Marinemanger, France

Jean-Luc is currently suing 85 different superstars for stealing his personal song idea — the one that's about telling somebody you love them.



IBN-JARED SPURL

Grizz, South Yemen

Spurl is still under the impression that Courtney Love named her band after her husband's head.



TORRENCE EP

Wanbat City, New Zealand

Due to his excessive array of body piercings, mosh-meister Torrence has been trapped behind the Sydney airport's metal detectors since 1988.

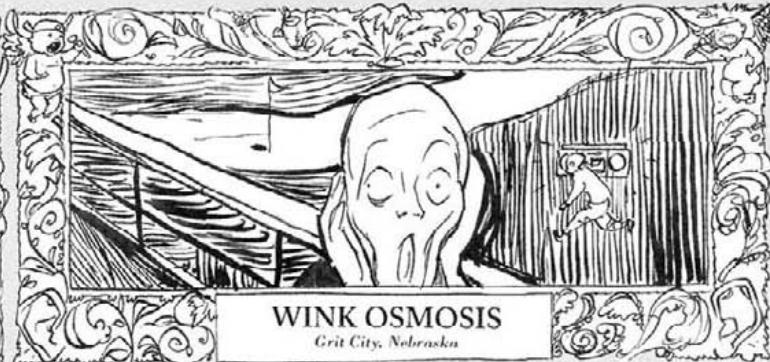




ABIGAIL POX

Villerville, Ohio

While attending a concert, Pox didn't howl, "You suck! Get off the stage!" at the opening band until they'd practically finished their first song.



WINK OSMOSIS

Crit City, Nebraska

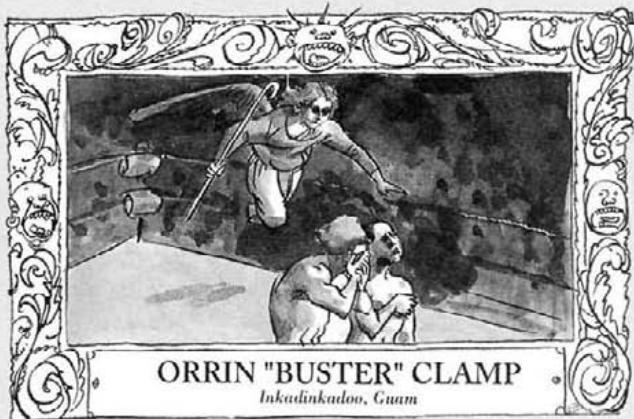
After buying and enjoying the latest CD from rap superstar Shaquille O'Neal, Osmosis was surprised to hear that Shaquille is apparently also an accomplished athlete.



OZZY MANDIUS

Pudding-on-Gruel, England

Mandius feels that the only way to appreciate the full effect of heavy metal's subtle nuances and semiquavers is to play it at a reasonable level.



ORRIN "BUSTER" CLAMP

Inkadinkudoo, Guam

After attending over one hundred AC/DC concerts, Clamp is 100% deaf and over 90% blind (fortunately, this has not affected his work as a referee for the World Wrestling Federation).



AFA SWANKEE

The Isle of Tonga

This uncivilized bushman is the last human alive on Earth who has not yet seen either of Madonna's breasts.



A MAD POINT TO PONDER: If you put your best foot forward, think how bad your other foot is going to feel.

BEHIND THE RETALIATE BALL DEPT.

Mother Nature's REVENGE

ARTIST: JACK DAVIS

WRITER: STEVE GREENBERG





COMMITTING A SYNERGY DEPT.

Over the last few months it seemed like you couldn't open up the paper without reading about another corporate merger! Westinghouse takes over CBS! (Watch this fall for *Murder, She Wrote—By The Light of a 75-Watt Westinghouse Bulb!*) Disney acquires ABC! (In a very special episode of *Family Matters*, Steve Urkel discovers the true meaning of Christmas when he reunites a homeless boy with his father, a hot dog vendor at EuroDisney!) While these kinds of deals shake Wall Street, all they mean to us is that the big get bigger, and still force their crappy products on us! Just once we'd like to see two companies get together in a deal that benefits the average slob! Like these . . .

CORPORATE MERGERS

That Would Do Us All Some Good

ARTIST: PAUL COKER

WRITER: MIKE SNIDER



IF...

JACK IN THE BOX

MERGED
WITH

PARKE-DAVIS

...each and every bacteria-tainted hamburger patty could have a dose of penicillin already inside!

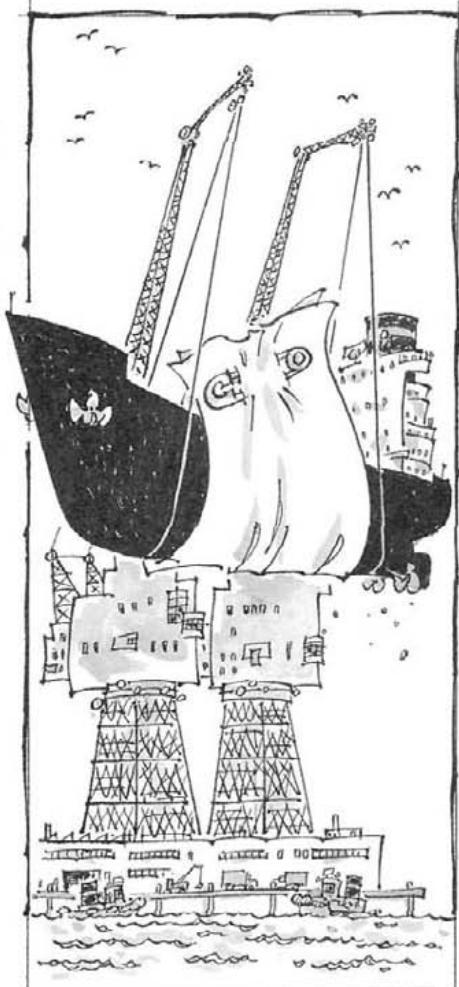
IF...

EXXON

MERGED
WITH

Pampers

...they might finally get some leak-proof oil tankers!



IF...

IF...

IF...



Disney

BOEING

MERGED
WITH



...we'd only have to endure
one dopey made-for-TV
movie for every sleazy
scandal to come along!



MERGED
WITH

THE MONEY STORE

...a family of 4 visiting one
of their parks could get a
second mortgage right at
the ticket booth - when
they need it!



MERGED
WITH

THE GAP

...their airline-seat
designers could get some
much-needed pointers from
folks who have actually
measured a human body!



IF...

PROCTER&GAMBLE

MERGED
WITH



...those "Detergent
Scientists" might
just invent something
that will get that slimy
orange Cheetos residue
off your fingers!



MERGED
WITH

macy's

MERGED
WITH



TROJAN

...we'd surely see the
most entertaining
Thanksgiving Day
Parade in years!



Smith&Wesson

...buyers of \$140 sneakers
would also get something
to protect them with!



IF...

MAIDENFORM

MERGED
WITH

VELCRO

...millions of horny young
guys would be
eternally grateful!

IF...

Nautilus

MERGED
WITH

TRANSFORMERS

...you could make some-
thing useful out of that
weight machine when you
give up "pumping iron"
after two weeks!

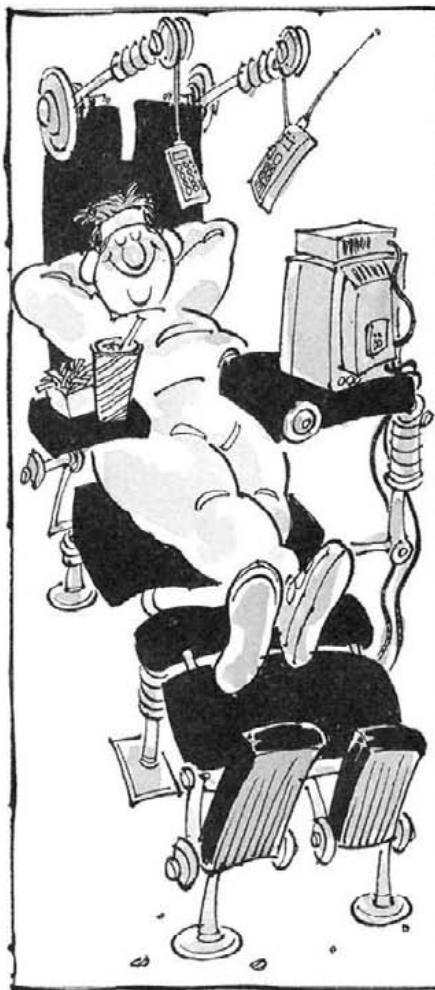
IF...

Ralston Purina

MERGED
WITH

DU PONT

...they might find some
way to mix Teflon and
pet food to produce
non-stick dog-doo!

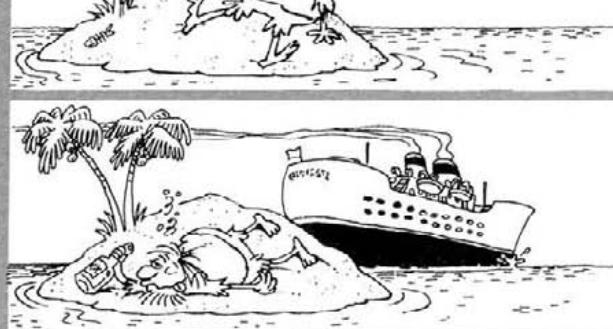
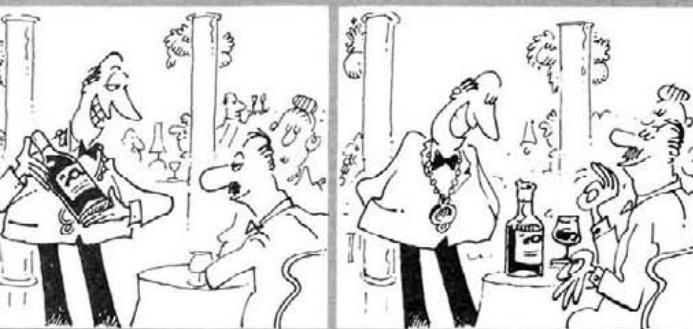
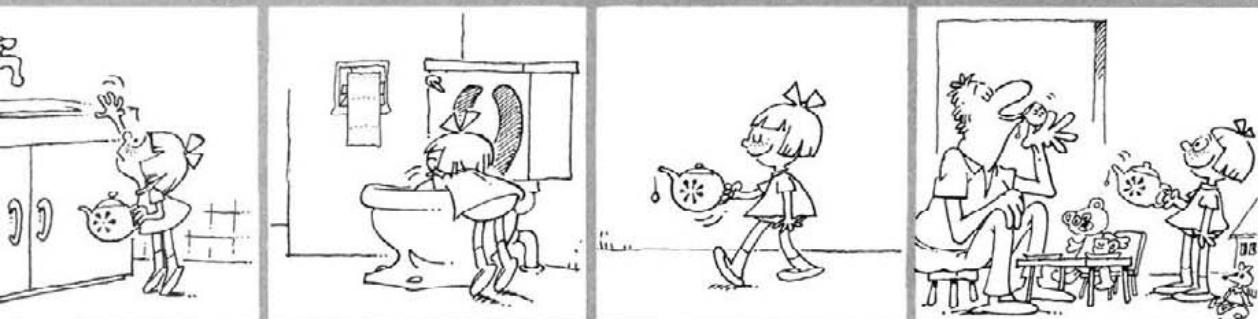


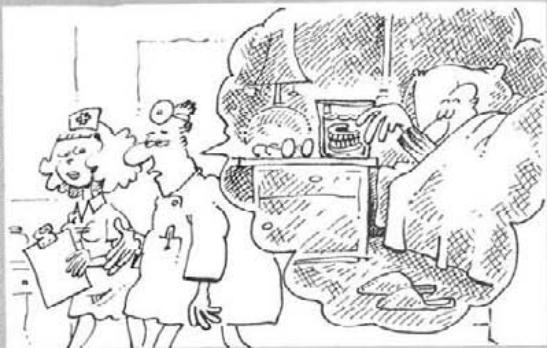
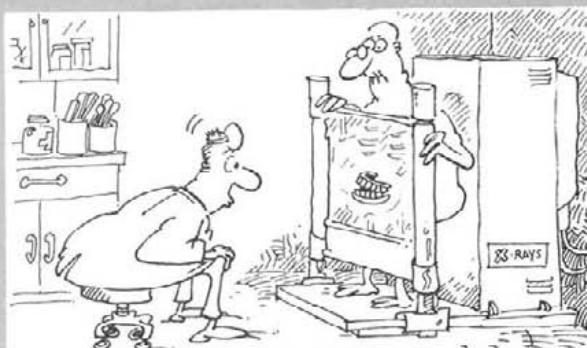
A MAD LOOK AT



DRINKING

ARTIST AND WRITER: SERGIO ARAGONES





A MAD POINT TO PONDER: *The only thing worse than being talked about is not being talked about. Of course, a swift kick in the gonads is no picnic either.*



UPCHUCK NORRIS DEPT.

Most critics agree that karate king Chuck Norris' talents are too small to fill the big movie screen effectively! But now that he's got his own TV series, it's a different story — it's obvious his talents are too small to fill the small TV screen as well! See for yourself as we comatose our way through...

sleepWALKER, TEXAS STRANGER

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm sleepWalker, a modern day Texas Ranger! I have a badge, a gun, and a mean left foot! KICK! CRUNCH! About the only thing I don't have is the ability to register any human emotion! KICK! CRUNCH! And, oh yeah, I also have a real mean temper! KICK! CRUNCH! That's why I'm pulverizing this walter! I told him whole wheat, not sourdough! KICK! CRUNCH!

I'm Trivet, sleepWalker's Ranger buddy! He likes bone crunching, bloody battles, but they turn my stomach! And that's really saying something when you consider I'm a former NFL star! The truth is sleepWalker isn't the unfeeling brick wall he's reputed to be! One time we were cornered by 25 bad guys! It looked like sure death! sleepWalker actually broke down — and exhaled! Swear to God!

I'm Aleck, the attractive D.A., but I'm more than just a pretty face! I also have great legs and fabulous blond hair! Not to mention some of the shortest skirts worn in Texas law enforcement! That's how I got the job! In TV rating land, D.A. stands for "Displaying Assets"!

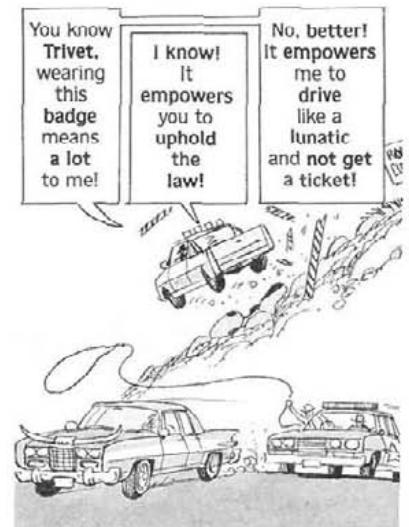
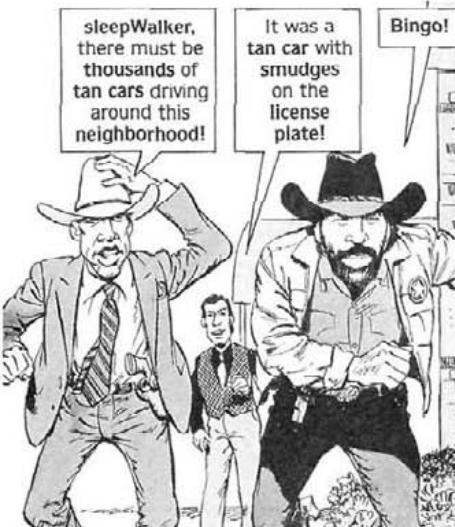
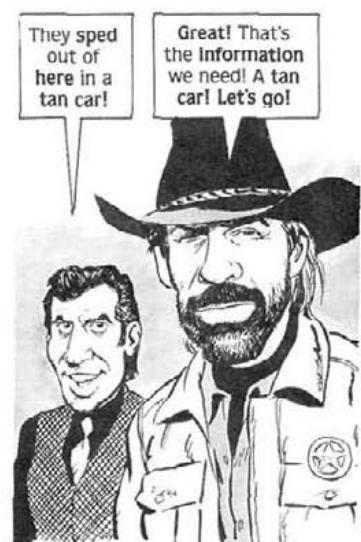
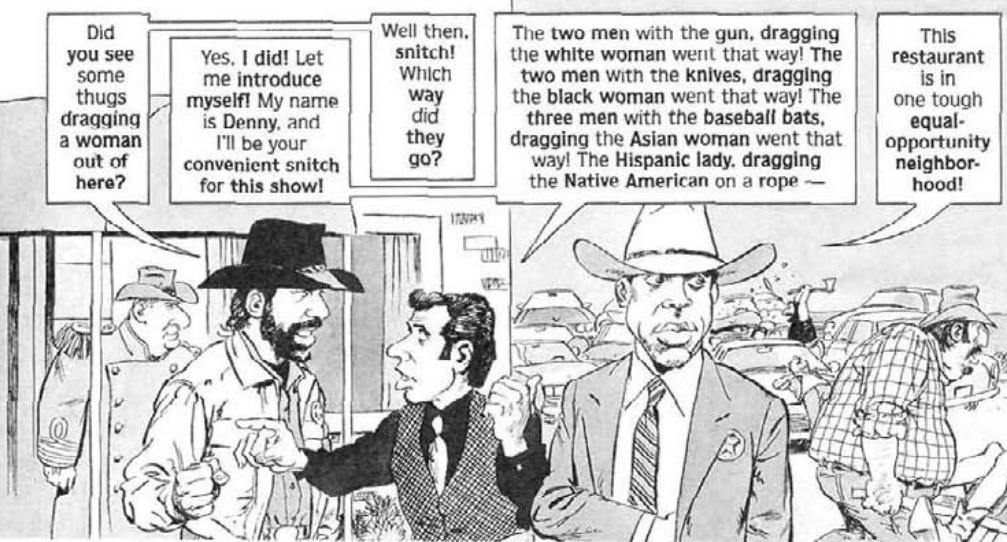
I'm Uncle Rare, a typical "happy go lucky" TV character who runs a bar — and seen for only 30 seconds at the end of an episode when all the main characters come in for a chat, a dumb closing line, and a lame freeze frame! That's why I can hardly believe I made MAD's opening splash panel! My career's on the move! Hey, Andy Griffith can't play every old duffer role!



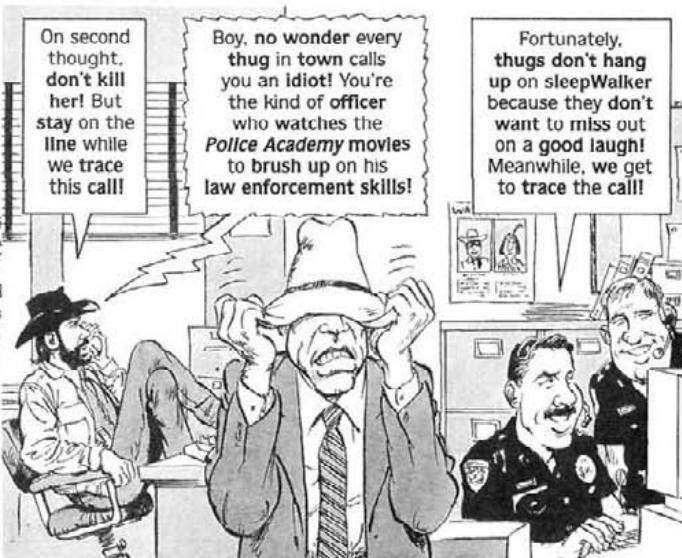
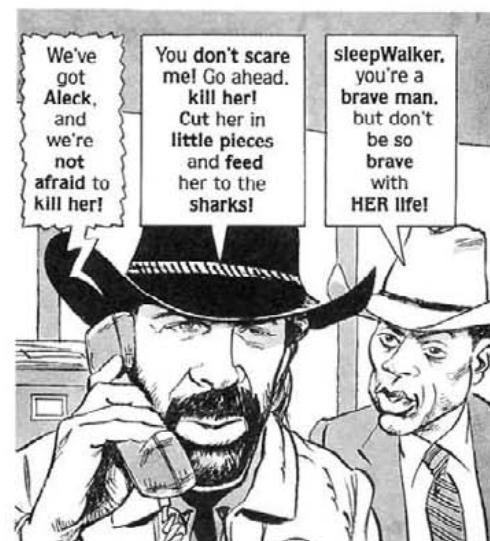
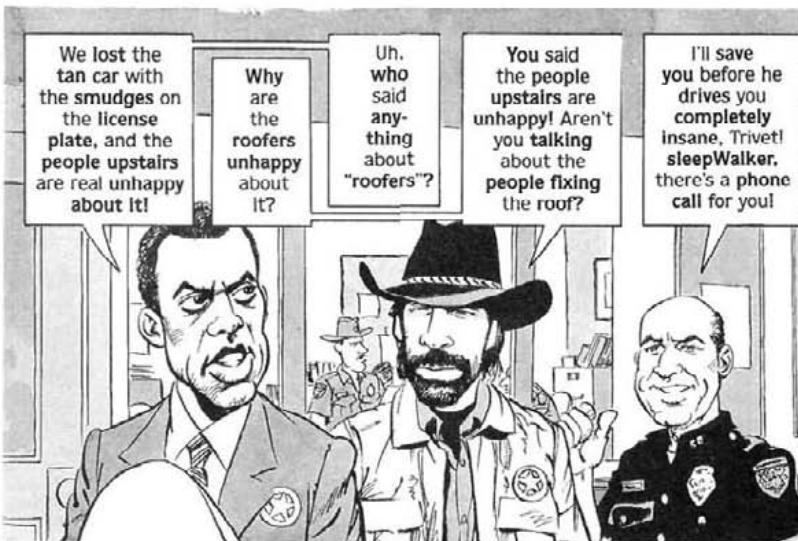
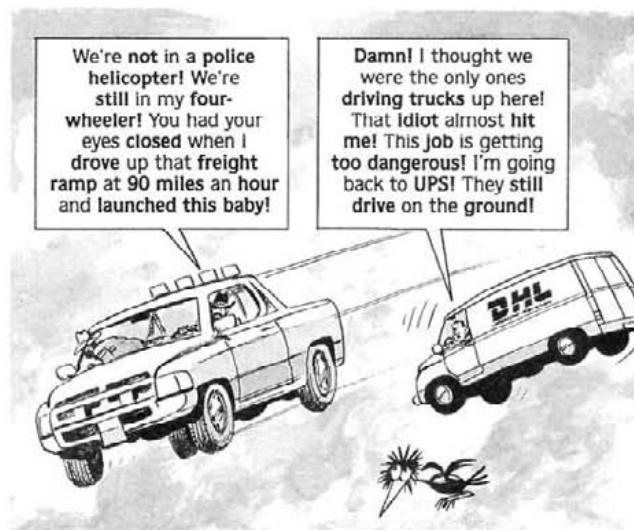
I'm sleepTrotter, sleepWalker's horse! When he doesn't use his truck to get around, he uses me! You may notice that on this series they generally film just the front end of me! That's because they don't want to confuse the viewers by showing more horses' asses than are absolutely necessary!

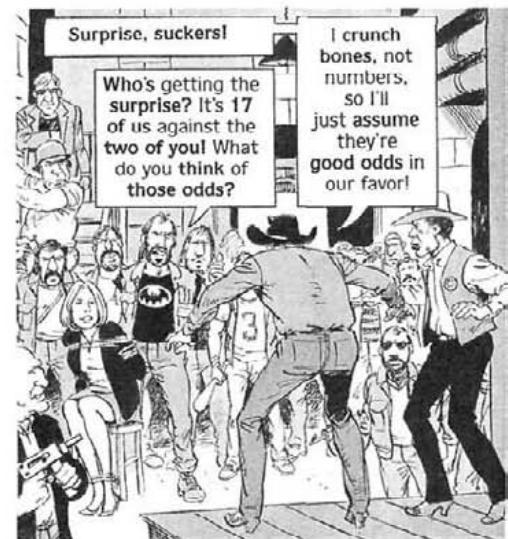
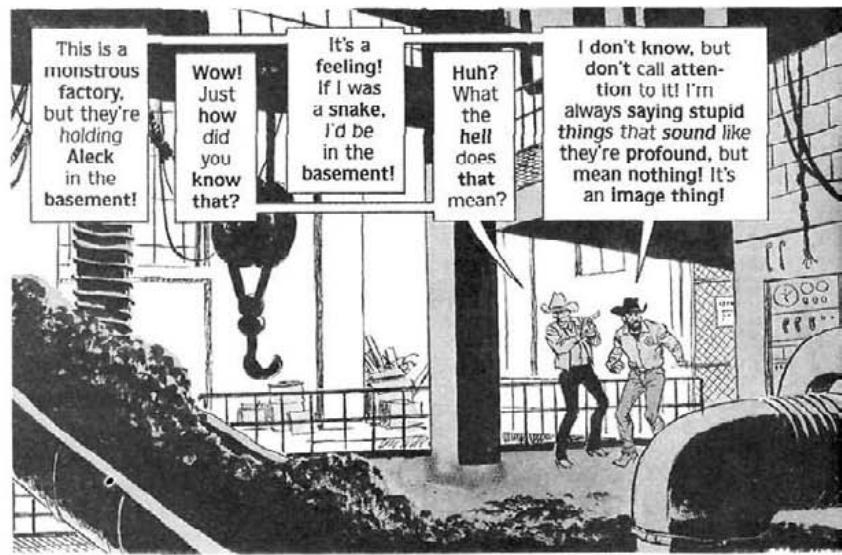
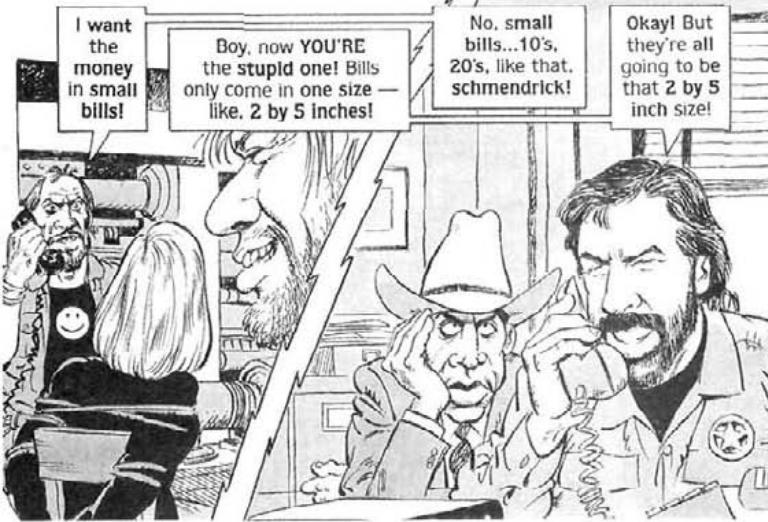
I wonder why they allowed Chuck Norris to sing the theme song for this show?

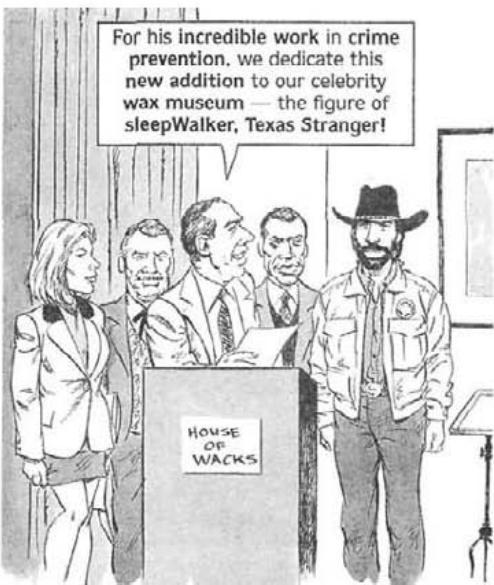
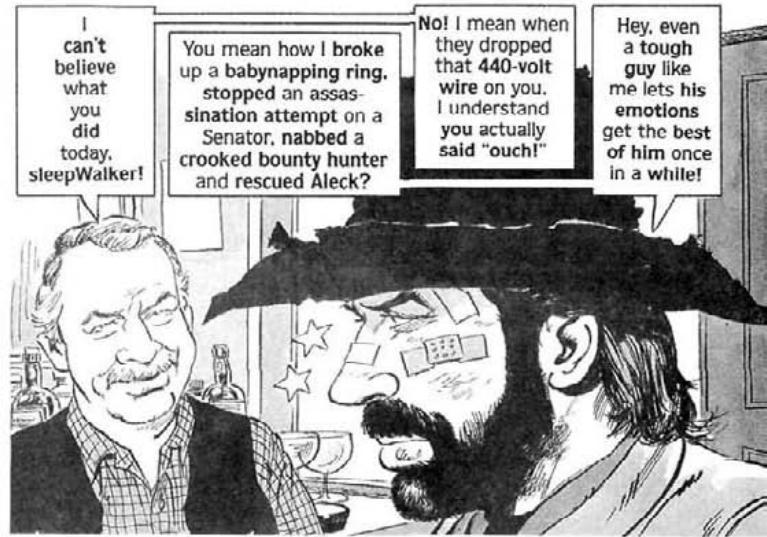
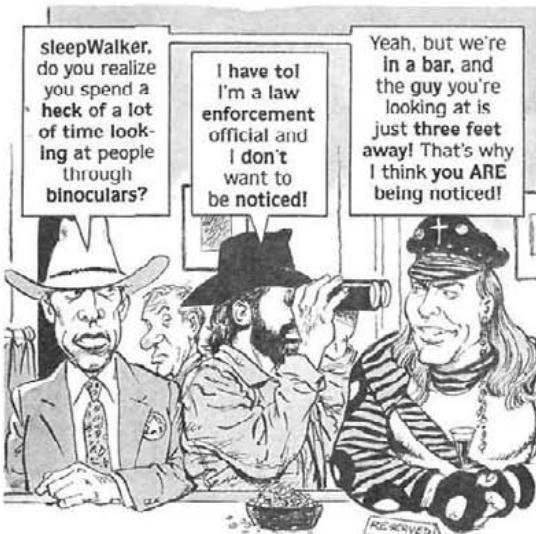
Well, since he can't act, it's only natural for them to want to prove he shouldn't have been a singer, either!



A MAD POINT TO PONDER: Some people like to say, "There are no second acts in American lives." We duck into a hallway when we see those people coming.







THE HISTORY OF COMMUNICATION

ARTIST: MORT DRUCKER

WRITER: MICHAEL GALLAGHER

PRIMITIVE CAVEMEN



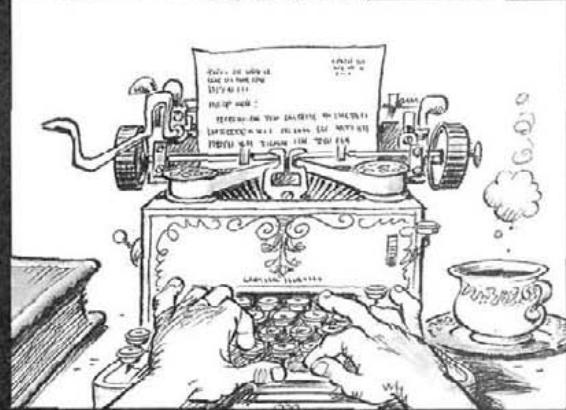
EARLY CIVILIZATION



1400s



1800s



1980s



TODAY



**WHAT'S EMERGING
AS THE GREATEST
THREAT TO OUR
NATION'S YOUTH?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

It is clear to everyone that today's youth has to deal with some pretty horrible things on a daily basis — guns in school, gang warfare, drug dealers and deciding if it's still hip to wear flannel shirts. To find out another horror that plagues our nation's youth daily, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**ABUNDANT EVIDENCE SHOWS THAT TODAY'S PERMISSIVE
SOCIETY IS HARMING OUR CHILDREN. IT IS
PARTICULARLY TRAGIC FOR THE YOUNG WHO ARE EN-
TICED INTO AWFUL ACTS BY CRIMINAL ELEMENTS.**

A ►

◀ B

A TV Ad We'd Like To See

